



NEWS RELEASE

FOR IMMEDIATE RELEASE
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Contact: Kam Coveyou (916) 323-7308

GOVERNOR SCHWARZENEGGER PROCLAIMS JANUARY 28, 2009 “CALIFORNIA DATA PRIVACY DAY”

The California Office of Privacy Protection marks the day by providing training on protecting your privacy on your home or work computer

SACRAMENTO – Reaffirming his commitment to keeping California at the forefront of data privacy protection, Governor Schwarzenegger proclaimed January 28, 2009 “California Data Privacy Day.” Renowned for having passed landmark legislation to protect consumers’ data, California joins other states and organizations throughout the United States, Canada, and 27 European countries to celebrate Data Privacy Day, which was first observed last year as a way to raise awareness and generate discussion about data privacy practices and rights. This year’s participants include businesses like Intel, Microsoft, and Oracle, universities, and the U.S.-based International Association of Privacy Professionals.

To commemorate the day, the California Office of Privacy Protection has launched the training presentation, "Secure Your Computer to Protect Your Privacy," which can be used by community organizations, businesses or individuals to provide basic training on securing information on home computers. The presentation can be found on the Office's Web site at www.privacy.ca.gov.

The first-in-the-nation privacy education and advocacy office provides California consumers with information and assistance on identity theft and other privacy concerns and issues best practice recommendations for organizations on handling personal information.

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"More and more, we use our computers for sensitive transactions such as banking and filing income taxes while viruses and spyware on the Internet are multiplying," said

Rosario Marin, Secretary of the State and Consumer Services Agency. "That's why it's so important to remind Californians that we have resources available to teach them how to protect themselves on this California Data Privacy Day."

The California Office of Privacy Protection recommends consumers take four basic steps to help secure their PCs from malicious attacks: 1) Use an Internet firewall; 2) Keep your operating system up to date, preferably by using automatic update features; 3) Install and maintain anti-virus software; and 4) Install and maintain anti-spyware software.

The Office's Web site also offers a number of consumer protection publications, including *Consumer Information Sheet 12: Protect Your Computer from Viruses, Hackers, and Spies*, which contains tips on protecting your home computer.

California is the first state to have an agency dedicated to promoting and protecting the privacy rights of consumers. For more information about COPP, visit www.privacy.ca.gov or call COPP's toll free number, (866) 785-9663.

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